

Station WPGH-TV PITTSBURGH, PA  
Advertiser ( ) POLITICAL  
Product KEITH ROTHFUS PACD12  
Estimate# 2554  
Buyer WHITNEY EVERSOLE  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E //2554  
Flight Dates 10/03/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) KATHRYN SARDINSKY  
  
Salesperson Phone# 202-955-5342  
Salesperson FAX#

--- CONTRACT COMMENT ---

PA CD 12 KEITH ROTHFUS 10/17-11/6 \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

1X NA NEWS 10/17 @ \$750. 1X NEWS RAN ON WPMY ON 10/21.  
PLS ADD 1X WPMY NEWS 10/21 10-11P @ \$225 TO CONTRACT  
9755343.  
MG PACKAGE FOR REMAINING \$1275:  
1X IN GAME 7 ON 10/22 730-11P @ \$1000  
1X IN WPMY NEWS W/O 10/22 10-11P @ \$225 ON CONTRACT  
9755343.  
STILL NEED TO MG \$50 SOMEWHERE ON THIS CONTRACT.  
NEW TOTAL FOR WPMY/9755343: \$2360  
NEW TOTAL FOR THIS CONTRACT/WPGH: \$46500

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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*1	10/15-10/19	10P-1030P	NEWS	:30	\$750.00	M-F	2	1	2	\$1,500.00
Station Remark: V18 1X NA 10/17 DT MLB RAN LATE 1X RAN IN NEWS ON WPMY ON 10/21. PLS SEE HEADER FOR MGS.										

---REPORT TOTALS---

Report Totals: 2 / \$1,500.00

---SALES MONTHLY TOTALS---

Oct 12: 36 / \$31,325.00      Nov 12: 19 / \$15,625.00

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Sales Totals: 55 / \$46,950.00  
Station Totals: 55 / \$46,950.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$335,357	CABL	0%	KDKA	35%	UNKN	0%	WPCW	0%	WPGH	14%
		WPMY	0%	WPXI	26%	WTAE	25%				

Books null

Demos RA35+